Amendments to the Claims:

This Listing of Claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A system for displaying promotions on a viewing device comprising:

a display which is viewable by a viewer using the viewing device; and

a network device coupled to the viewing device, the network device configured to:

(a) separately receive both a promotion and a transmission schedule, wherein the transmission schedule contains control data that specifies a condition for activating the promotion for display in the display and the transmission schedule is received as a message which is individually addressed to the network device, and wherein the promotion is received such that the promotion is uniquely activated based on the condition of the individually addressed transmission schedule, and

(b) in response to the condition occurring, activate the promotion for display in the display.

2. (Previously Presented) The system of claim 1, wherein the promotion is stored locally on the network device.

3. (Previously Presented) The system of claim 1, wherein the promotion is stored in a network stream.

4. (Previously Presented) The system of claim 3, wherein the promotion is viewed in a dedicated channel.

5. (Previously Presented) The system of claim 3, wherein the promotion is viewed in a virtual channel.

6. (Previously Presented) The system of claim 1, wherein the promotion is located using a local moniker.

7. (Previously Presented) The system of claim 1, wherein the display is an electronic program guide.

8. (Previously Presented) The system of claim 7, wherein the electronic program guide is a full-screen guide.

9. (Previously Presented) The system of claim 7, wherein the electronic program guide is a partialscreen guide.

10. (Previously presented) The system of claim 7, wherein the promotion is displayed in the electronic program guide.

11. (Previously Presented) The system of claim 1, wherein the promotion is displayed as a banner.

12. (Previously Presented) The system of claim 1, wherein the promotion is displayed as a hot spot.

13. (Previously Presented) The system of claim 1, wherein the promotion is displayed as a full motion stream.

14. (Previously Presented) The system of claim 13, wherein the promotion is displayed on a personal video recorder.

15. (Previously Presented) The system of claim 1, wherein the promotion is selectable to facilitate interactions between the viewer and the promotion.

16. (Previously Presented) The system of claim 1, wherein the promotion is displayed over the entire viewable area of the display.

17. (Previously Presented) The system of claim **1,** wherein the promotion is displayed over a portion of the viewable' area of the display.

18. (Previously Presented) The system of claim 1, wherein multiple promotions are displayed, each promotion being independently selectable to facilitate interactions between the viewer and the selected promotion.

19. (Previously Presented) The system of claim 18, wherein the promotions are displayed over the entire viewable area of the display.

20. (Previously Presented) The system of claim 18, wherein the promotions are displayed over a portion of the viewable area of the display.

21. (Previously Presented) The system of claim 1, wherein the condition is triggered by the interaction of the viewer with the network device.

22. (Previously Presented) The system of claim 21, wherein when the viewer accepts the promotion, the channel to which the network device is tuned to changes.

23. (Previously Presented) The system of claim 1, wherein the condition is triggered by a program the viewer is watching.

24. (Previously Presented) The system of claim 1, wherein the condition is triggered by a program schedule.

25. (Previously Presented) The system of claim 1, wherein the condition is triggered by past promotion acceptance of the viewer.

26. (Previously Presented) The system of claim 1, wherein the condition is triggered by a location that the promotion appears within the display.

27. (Previously Presented) The system of claim 1, wherein the promotions are selected based on a viewership profile of the network device.

28. (Previously Presented) The system of claim 1, wherein the promotions are selected based on the demographics of the viewer.

29. (Previously Presented) The system of claim 1, wherein a channel to which the network device is tuned is a trigger that triggers the condition.

30. (Previously Presented) The system of claim 29, wherein the trigger is embedded in a broadcast stream.

31. (Canceled).

32. (Previously Presented) The system of claim 30, wherein the trigger is embedded in a Advanced Television Enhancement Forum (A TVEF) stream.

33. (Previously Presented) The system of claim 30, wherein the trigger is embedded in a Vertical Blanking Interval (VBI) stream.

34. (Previously Presented) The system of claim 29, wherein the trigger is embedded in an Moving Pictures Experts Group (MPEG) stream.

35. (Currently Amended) A method for displaying targeted promotions on a viewing device, the method comprising the steps of:

receiving a promotion and a transmission schedule, wherein the transmission schedule contains control data that specifies a condition for activating the promotion for display on the viewing device and the transmission schedule is received as a message which is individually addressed to the viewing device; and

in response to encountering the condition specified in the individually addressed transmission schedule, displaying the promotion on the viewing device.

36. (Previously Presented) The method of claim 35, further comprising the step of storing the promotion locally on the network device.

37. (Previously Presented) The method of claim 35, wherein the promotion is stored in a network stream.

38. (Previously Presented) The method of claim 35, wherein the step of displaying includes displaying the promotion in a dedicated channel.

39. (Previously Presented) The method of claim 35, wherein the step of displaying includes displaying the promotion in a virtual channel.

40. (Previously Presented) The method of claim 35, wherein the promotion is identified as a local moniker.

41. (Previously Presented) The method of claim 35, wherein the step of displaying includes displaying the promotion in an electronic program guide.

42. (Previously Presented) The method of claim 41, wherein the step of displaying includes displaying the promotion in a full screen electronic program guide.

43. (Previously Presented) The method of claim 41, wherein the step of displaying includes displaying in a partial screen electronic program guide.

44. (Original) The method of claim 35, wherein the step of displaying includes displaying the promotion as a banner.

45. (Previously Presented) The method of claim 35, wherein the step of displaying includes displaying the promotion as a hot spot.

46. (Previously Presented) The method of claim 35, wherein the step of displaying includes displaying the promotion as a full motion stream.

47. (Previously Presented) The method of claim 46, wherein the step of displaying includes displaying the promotion in a personal video recorder.

48. (Previously Presented) The method of claim 35, wherein the step of displaying enables the viewer to interact with the promotion.

49. (Previously Presented) The method of claim 35, wherein the step of displaying includes displaying the promotion over an entire viewable area of the display.

50. (Previously Presented) The method of claim 35, wherein the step of displaying includes displaying the promotion over a portion of the viewable area of the display.

51. (Previously Presented) The method of claim 35, wherein the step of displaying includes displaying multiple promotions so that the viewer is able to interact with each promotion.

52. (Previously Presented) The method of claim 51, wherein the step of displaying includes displaying the promotions over the entire viewable area of the display.

53. (Previously Presented) The method of claim 51, wherein the step of displaying includes displaying the promotions over a portion of the viewable area of the display.

54. (Previously Presented) The method of claim 35, wherein the condition is based on the interaction of a viewer with the network device.

55. (Previously Presented) The method of claim 54, further comprising the step of changing away from a channel the network device is tuned when the viewer accepts the promotion.

56. (Previously Presented) The method of claim 35, wherein the condition is based on a program the viewer is watching.

57. (Previously Presented) The method of claim 35, wherein the condition is based on a program schedule.

58. (Previously Presented) The method of claim 35, wherein the condition is based on past promotion acceptance of a viewer.

59. (Previously Presented) The method of claim 35, wherein the condition is triggered by a location that the promotion appears within the display.

60. (Previously Presented) The method of claim 35, wherein the condition is based on a viewership profile of the network device.

61. (Previously Presented) The method of claim 35, wherein the condition is based on the demographics of the viewer.

62. (Previously Presented) The method of claim 35, wherein the condition is triggered by a channel to which the network device is tuned.

63. (Previously Presented) The method of claim 62, wherein the condition is triggered by a trigger that is embedded in a broadcast stream.

64. (Canceled).

65. (Previously Presented) The method of claim 63, wherein the condition is triggered by a trigger that is embedded in a Advanced Television Enhancement Forum (ATVEF) stream.

66. (Previously Presented) The method of claim 63, wherein the condition is triggered by a trigger that is embedded in a Vertical Blanking Interval (VB!) stream.

67. (Previously Presented) The method of claim 62, wherein the condition is triggered by a trigger that is embedded in an Moving Pictures Experts Group (MPEG) stream.

68. (Previously Presented) The system of claim 1, wherein the transmission schedule is customized for the network device and specifies when and how the network device is to receive the promotion.

69. (Previously Presented) The system of claim 1, wherein the transmission schedule is formatted as a Transmission Control Protocol (TCP) message or a User Datagram Protocol (UDP) message.

70. (Previously Presented) The system of claim 1, wherein the promotion is received as a broadcast message which is separate from the transmission schedule.

71. (Previously Presented) The method of claim 35, wherein the transmission schedule is customized for the viewing device and specifies when and how the viewing device is to receive the promotion.